



Beaudry RV

way out west

Oktoberfest

presented by



to benefit tempe sister cities

**September 30 through
October 2, 2005**

Tempe Beach Park

In its 33rd year, Beaudry Way Out West Oktoberfest is a Tempe tradition, regularly attracting some 200,000 people over the three day event. Oktoberfest has something for everyone – FREE entertainment on three stages, a traditional Bavarian beer garden, German favorites like bratwurst and strudel, lots of FREE activities for the kids in “Kinderfest”, plus games & carnival rides, arts & crafts and interactive commercial exhibits.

This large scale free community event is produced entirely by volunteers to raise money for Tempe Sister City’s international student/teacher exchange trips and humanitarian projects.

FREE Admission



2004 Sponsors

Presenting Sponsor

Beaudry RV

Media Sponsors

East Valley Tribune, Fox 10, KTAR,
KZON, UPN45

Other Major Sponsors

APS, Aquafina, Arizona Lottery,
Budweiser, City of Tempe, College
Times, Johnsonville, Keller Williams,
KFC, Kokopelli Winery, Lipton,
Lufthansa, Nationwide Insurance,
Nokia, Party Professionals, Paulaner,
Pepsi, Safeway, Southwest Ambulance,
Washington Mutual

Sponsorship Opportunities

Media

Print advertising, Website, Radio and
Television PSA's

Advance Publicity

Street Banners, Street Signs, Event
Tabloid (distribution 200,000), Event
Map, Posters, Press Releases

Exclusivity

Drive to Retail

On-Site Visibility

Stage & TSC Booth signage, Banners, PA
Announcements (three stages), Shuttle
PA announcements, Merchandising
Booth, Kinderfest passport

Sampling

Hospitality

VIP Passes, Backstage Passes

Sponsorship Packages

Stage Sponsorship

\$10,000

Main Stage or Polka Stage Sponsorship includes title to the stage, category exclusivity, signage on Main Stage and Polka Stage, print advertising ID, poster ID, Event Tabloid ID, Event Map logo ID, ½ page four-color advertisement in Event Tabloid, radio PSA ID, banners throughout festival, 10' x 20' booth space (includes canopy), 4 backstage passes to all shows, Passport Stop Logo ID, 10 daily VIP passes, PA announcements from all stages and shuttles.

Area Sponsorship

\$3,500 to \$5,000

Areas: Community Stage, Family Fun Zone, Carnival, Bakery, Corporate VIP Area, Parade of Nations, Information Booth, Lost Children & First Aid, Baby Changing Area, Volunteer Area, Silent Auction

Area Sponsorship includes exclusive sponsorship of designated area, signage, poster ID, Event Tabloid logo ID, ¼ page black & white advertisement in the Event Tabloid, banners throughout festival, 10' x 10' booth space, Passport Stop Logo ID, PA announcements, four daily VIP passes.

Sister City Sponsorship

\$2,500

Sister Cities: Regensburg, Germany; Carlow, Ireland; Beaulieu, France; Lower Hutt, New Zealand; Skopje, Macedonia; Timbuktu, Mali and Zhenjiang, China.

Sister City sponsorship includes Title to designated Sister City, recognition at opening ceremonies, signage at Tempe Sister Cities booth, invitation to Friday night VIP reception, optional participation in Parade of Flags, Event Tabloid Logo ID, ¼ page black & white advertisement in the Event Tabloid, 10' x 10' booth space, Passport Stop Logo ID, PA announcements, two daily VIP passes

Merchandising Booth

10' x 20' non-food space [own canopy]

\$1,650

10' x 10' non-food space [own canopy]

\$825



For Sponsorship or Merchandising Booth information: FieldWorks Events & Marketing Inc.

12529 N. 84th Place, Scottsdale, Arizona 85260

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